

HED Property
Owners Association
Directors

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Russell Joyner
President
TrizecHahn

Sheila Holincheck
Vice President
Vinewood LLC

Nathan Korman
Secretary
1723 Wilcox

Joel Fisher
Treasurer
The Palace

Rick Beltz
M + S Management

Chris Bonbright
Whitley Court Partners

Lynda Bybee
MTA

Ed Collins
ena Vista Pictures

Donelle Dadigan
Max Factor Bldg.

David Gajda
Hollywood Software

William Hertz
Mann Theatres

Kathy Ketchum
*LA Gay & Lesbian
Center*

Alan Sieroty
Sieroty Company

John Tronson
*Tronson Investment
Group*

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Kerry Morrison
Executive Director



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January 24, 2003

TO: Karen Kalfayan
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District POA

SUBJECT: Fourth Quarter
October 1, 2002 - December 31, 2002

As is required in our Agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- At the November annual meeting, a slate of directors was elected for three year terms, ending November 2005: Russ Joyner (Hollywood & Highland), Nathan Korman (Center Enterprises), Donelle Dadigan (Max Factor Building), Barbara Burns (MTA) and Alan Sieroty (Eastern-Columbia Properties). Barbara Burn had to resign her seat, owing to a change in her job responsibilities and territory at MTA. The Board voted to place Lynda Bybee from the MTA in this seat.
- At the annual meeting, a new slate of officers was elected for one -year terms: Russ Joyner, president; Sheila Holincheck, vice president; Nathan Korman, secretary and Joel Fisher, treasurer.
- The Board received a report from a consultant hired to conduct grant research. The grant research focused on private foundations and corporations who seem oriented toward funding 501(c) 3 organizations, not (c) 6 organizations, such as the HEDPOA. There were no significant leads generated from this research.
- Staff has been working with representatives from the Los Angeles Unified School District to come to agreement on a proposed BID assessment

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policy for the school district. A copy of the policy draft was distributed to the Board on October 17, 2002. It calls for a school to pay their BID assessment accordingly: 50% for a high school, 45% for a middle school and 40% for an elementary school. In return, the school district would expect partnerships to be forged with the business community, particularly related to after school jobs, internships and job training. Later in the quarter, representatives from the school district suggested that parcel assessments be discounted even further (for land area) when there is significant open space involved, such as football fields and/or play grounds. The BID Renewal Steering Committee had no major objection with this approach.

- A Budget Working Group was established during November, to prepare a detailed budget to present to the Board in December. That budget was presented and approved at the December 21, 2002 board meeting.
- Insurance costs for the BID increased for the 2003 year. The Directors voted in December to purchase additional excess liability insurance, from the current level of \$2M general aggregate to \$4 million.
- The HEDPOA Board initiated preliminary discussions around the concept of offering to the Central Hollywood Coalition, the property owners group who will manage the new Sunset Vine BID, a management/administrative services contract. The Executive Director prepared a concept paper to guide discussions. This idea will be further explored by both boards in January, 2003.

II Security

- The HED remained opposed to the proposed "Centre of the Universe" New Year's Eve party planned for the Vine to Cahuenga corridor on Hollywood Boulevard. A coalition, seeking a parade permit, to supersede the private party, was awarded the permit by the Los Angeles Police Commission on November 5. Further, HEDPOA staff sought competing petitions from merchants in the party footprint, asking that the party be moved to an alternative venue. In the end, the party did not occur, the city denied the permit, and a small parade was organized for New Year's Eve.
- The Board voted at its October 17, 2002 meeting to increase security deployment through the end of the year. The additional deployment (at a cost of \$21,000) would allow for deployment on two weekend nights until midnite, from 10/25/02 through 12/31/02.

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- HED staff participated on a planning committee with Council District 13 relative to a community forum with new police Chief Bratton, which was held on December 4 in Hollywood.

III Streetscape Issues

- Work was initiated on streetlights in the block between Sycamore and LaBrea to replace/fix 35 stage lights and 29 "up-lights" using funds from the HED Streetscape budget. The ultimate cost was \$6,000.
- A one-year irrigation contract was entered into with Wurzel Landscape, at a cost of \$18,000, to water the 16 Canary Island Date Palms. These costs will be taken from the Special Projects accounts.
- The Board approved a contract with Melendrez Design Partners, paid from Phase I Special Project funds (\$21,474) to pay for design work for "Fan Palms West" landscaping project, which will center around intersection of Orange and Hollywood Boulevard.

IV Marketing Issues

- The BID worked with promoters "Hollywood Halloween LLC" as they prepared for a Halloween festival on the Boulevard. A good portion of the Boulevard was closed down on October 30 (between Cahuenga and Highland) to prepare, and the entire extent, from Vine to Highland was closed on Halloween day and night. The festival was intended to be a family affair, and was gated, with a \$10 admission charge. The Board authorized up to \$10,000 out of the Phase I and Phase II Special Projects Account to pay for incidental expenses, such as porta potties, traffic advisory signs, "stores open" signs, barricade removal, and the like. A total of \$8,400 was expended for these purposes. The Board also approved additional deployment of Burke Security that evening, at a cost not to exceed \$3,200.
- The website was augmented to include "visitor itineraries" which articulate places to go for seniors, couples, singles and families.
- A "Places and Spaces" booklet was created and distributed to event planners throughout L.A. The booklet features every location in the BID that can be rented for private parties – and includes dimensions, kitchen availability, capacity information and contact names/numbers.
- The annual Economics Research Associates study was completed, and a

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press release documenting positive trends in the BID was released November 20, 2002.

- The contract with marketing consultant, Urban Legend PR, expired December 31, 2002. A request for proposal for a competitive bidding process is expected to be completed in January. In the meantime, the Board approved a month-to-month contract with Urban Legend PR.

V Other

- The BID Renewal Steering Committee held its first meeting on November 6, 2002. This is not an official committee of the board. On a related note, the Board did approve a \$6,500 contract with MuniFinancial to prepare the assessment roll for the proposed BID and the Engineer's Report. This is consistent with direction outlined in the 2002-2003 Management District Plan.